

Fall Fashions in Shoes

BY ORVILLE E. VICTOR.

ne, perhaps. This is the shoe by its manufacturers. pinion of manufacturers and

er east one travels, the fewer looking.

inly comfortable, and may be and winter trade. A nice shoe hal with flat heel, made on a of another style which seems

H laced tan shoes will be in is made on an almost straight last, with six buttons, will probably be one both black and tan shoes and exfords favor as soon as the exfords with toe nearly pointed, and a low, of the most popular. A patent colt, throughout the fall. The exford line flat heel, in striking contrast to the with cloth top, is also likely to be a for the coming season includes russet "bulldog" toe and the military heel. favorite. Old-fashioned confress gaiters calf, black kid, box calf, wax calf and A popular season is predicted for this are on display, too, and it is predicted vici kid.

west one goes, the more and carries seven buttons. It is made nice kid button shoe, we find the use of the high on a flat last, with drop toe; it is m as the bulldog toe; while comfortable to the feet, and is good

A nice shoe for men is made of fine kid Blucher, with a single sole. For for the laces. The military heel vies heavy wear, or walking exercises, the with the low, flat heel for the public pled with rheumatism he could not plenty of shoes designed for same may be obtained with 4ouble favor; they will probably sell about sole. A wax calf, with single sole equally, except among younger men who Foley Kidney Pills, and says: "I bemarket for fall delivery is a and extension heel, is not very hand. prefer the high heel. some, but it is certainly most comflish last and designed to take fortable, and will stand for a deal of have followed the fashion so far as

y handsome tan shoe, with will be worn a great deal during the bit higher this fall than they were lets, is also among the footwear coming season by well-dressed men; last autumn

that many men of middle age and older

The swing last is disappearing. A will welcome their return. These are are to be found in shoes, lace and nice shoe for afternoon or evening made in kid and in ealf. Fine kid button. A nice dress shoe for boys curious thing about shoes, or wear is made of patent leather, in Blucher and Russian calf Blucher, laced and youths will be found in the velour says one dealer, "is that dress effect; this shoe has a cloth top shoes, promise good returns; also a calf button and the patent colt but-

> for fall and winter wear are being made higher than usual; few of them have less than ten evelets or hooks

Like 'most everything else, shoes the "high cost of living" is concerned Patent calf and fine kid laced shoes and many standard makes will be a

ed for the coming season. This for a semi-dress shoe a patent leather, Like their fathers, boys will wear Schramm-Johnson, Drugs.

To a large degree the same materials ton. The same may be secured in laced

Copyright, 1912, by J. J. Robinson.

U. A. Smith, Bridgeton, Ind., had kidney trouble for years, and was so cripdress without help. He started using gan to get better at once, and now all my trouble has left me and I do not feel that I ever had rheumatism. I rest well all night and tho' 59 years old, can now do the work of a man of 35 years. I would like to be the means of others getting benefit from Foley Kid-ney Pills." Refuse substitutes.

The Truth About Made-to-Measure

Clothes

Don't Wear Clothes Like "Every Man's" Be Tailored to Your Individual Type

MHAT is there about the Wall street man, the State street man, the Fifth avenue man, that makes you rant your clothes to look like his?



It's the Metropolitan tailoring of his clothes. The right tailoring of the right fabric-both executed and selected to suit the man the garment is to

Every suit we make is tailored to your measure-

-not alone the measure ininches-

-but your measure as a man--tailored to fit your person-

ality as well as yourself. Our 500 authentic all wool fabric line awaits your inspection.

45 fashion plates showing the newest leading ideas-sketched in the leading clubs of New York, Chicago and London are

here to suggest

Your Fall Suit's Fashion

HY NOT COME AND SEE THE STYLE TREAT WE PREPARED FOR YOU.

Wasatch 1550

LaTurin & Warren **TAILORS**

124-433 Judge Building, Salt Lake City, Utah



The Brilliantly Lighted Street Is the Path of Trade

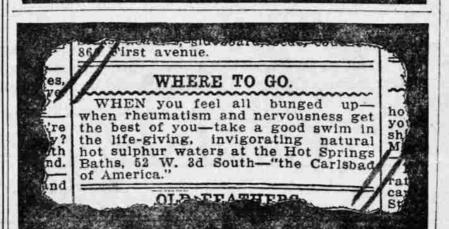
Shoppers are irresistibly attracted to the well-lighted thoroughfare. The bulk of night-time trade goes to stores located along a bright avenue of travel. Mr. Merchant, suppose you were a customer instead of a store-owner, wouldn't you trade -other things being equal-where the stores looked most inviting? That is the way the public feels about it, too.

Electric Signs Blaze the Way

An Electric Sign will make your store prosperous-looking and positively attractive. It will burn your name and your business message on the mind of every passer-by. Why not learn more today about the possibilities of this modern business-getter, and its low cost to you?

Let our representative explain our special sign rates

Utah Light & Railway Co. "ELECTRICITY FOR EVERYTHING."



OUR TIP TO YOU MR. GOOD DRESSER, IS-



THAT'S a significant phrase, "Wear a Benjamin." It means—wear stylish clothes-be particular in your selection of clothesshow by your actions that you know what correct clothes are.

Benjamin Clothes, this fall, more than ever, are full of the features that bring Broadway style to Salt Lake men.

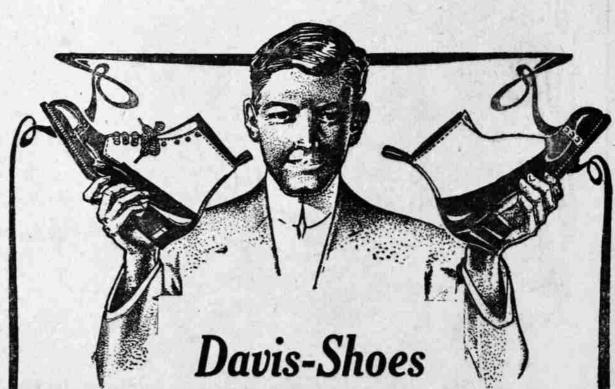
This is your invitation to see the new things in Benjamin Suits and Coats-in hats, shirts, ties, hosiery and gloves, too. Suits and Coats, \$18.00 and more.



We are exclusive retailers in Salt Lake for Holeproof Sox and Stockings for Men, Women and Children



124 MAIN STREET.



Fashion shows a strong tendency toward lower heels, medium toes and lace styles in footwear for the coming season—this is a welcome innovation to the shoe man, to whom the fitting of a shoe is as important as the wear, for these changes will make it much easier to perfectly fit every foot.

The store of "Davis Shoes" will offer a newly organized service this season—bir Reinsmar, who for twenty years has pleased "Davis customers" will be in charge of the fitting of men and boys, while Mr. Ben Davis, president of the company, will give his personal attention to each sale in the women's and children's department.

Mr. Davis will devote his entire time and capital to the new organization, which means that no detail in the maintaining of the highest standard, quality and service will be overlooked. To keep the interest in "Davis-Shoes" constantly on edge—there will be toys and souvenirs for boys and girls and occasional novelties for the grown-ups.

238-240 Main Street

